

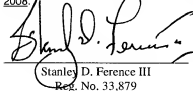
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of : Srinivasan et al
Serial No. : 09/804,735 Examiner : J. Janvier
Filed : March 13, 2001 Art Unit : 3622
For : DETERMINING THE EFFECTIVENESS OF
INTERNET ADVERTISING (as amended)

December 24, 2008

AMENDMENT

I hereby certify that this correspondence and any documents referred to as enclosed therewith are being filed with the Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450, by EFS Web on December 24, 2008.


Stanley D. Ference III
Reg. No. 33,879

December 24, 2008
Date of Signature

Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

Sir:

Responsive to the Office Action dated July 1, 2008, please amend the above-identified application as follows:

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks begin on page 10 of this paper.